

**MINUTES OF THE OPEN SESSION**  
**OF THE MEETING OF JMSB FACULTY COUNCIL**

Held on Friday, November 12, 2010  
MB 15.254

**PRESENT**

S. Sharma, Dean and Chair; B. Barbieri; S. Betton; H. Bhabra; S. Brutus; A. Carr; A.-M. Croteau; B. Desai; A. Fagnoli; J. Freed; S. Goyal; G. Hughes; M. Islam; R. Jhunjhunwala; J. Jones-Doyle; G. Kanaan; L. Katsanis; H. Kim; S. Laurin; M. Le Guen; J. Longo; F. Nebebe; R. Paquin; D. Peltier-Rivest; R. Ravi (for I. Rakita); M. Robitaille; M. Rossi; R. Saade; M. Sharma; H. Simpkins; J. Wise

**ABSENT**

A. Ahmad; J. Ahmad; A. Baptista; G. Beasley; E. Boulianne; S. Carliner; G. Fisher; K. Gheyara; D. Graham; A. Hochstein; M. Luciano; R. Oppenheimer; B. Pearce; C.A. Ross; A. Waymann; P. Wood-Adams; J. Woodsworth

**GUESTS**

M.-G. Hum

1. **Call to order**

The meeting was called to order at 9:30 a.m.

2. **Open Meeting**

3. **Approval of the Agenda**

*R-2010-6-1 Upon motion duly moved and seconded (L. Katsanis, H. Bhabra), Council approved the Agenda as presented.*

4. **Approval of the Minutes of the Meeting held October 1, 2010**

*R-2010-6-2 Upon motion duly moved and seconded (G. Hughes, J. Longo), Council approved the Minutes of the meeting held October 1, 2010.*

5. **Business Arising from the Minutes**

During the October 1 meeting, there was a question regarding the statistics provided by the Office of the Registrar. More specifically, the number of PhD programs cited was called into question. Ms. Fagnoli explained that in one instance (PhD in Business Administration) the title reflects the name of the program when the student started his/her studies. For the PhD in Commerce specification, the SIP notation was absent from the header. This has since been corrected. Associate Dean Bhabra also mentioned that as the name change for the PhD program happened in 2003, anyone that entered before this date will graduate with this designation.

Associate Dean Bhabra also reported on the PhD funding at other institutions:

McGill: \$20,000/yr for 4 years

UQAM: \$8,000 spread over 3-4 years

QUEEN'S: \$25,000/yr for 4 years, \$1,650 tuition waiver/conference support

York: \$22,000/yr for 4 years

Calgary: \$20,000/yr for 4 years

Toronto: \$22,000/yr for 4 years

Concordia: \$12,000 for 1<sup>st</sup> year, then donations would help support additional years (if available). It was explained that most of the funding for additional years is from the donations of the last three years. Private donors have only more recently started to support these types of initiatives.

#### 6. Chair's Report and Question Period

Dean Sharma mentioned that Convocation – took place on November 1. The honorary degree candidate was Joëlle Berdugo Adler, Founder of ONEXONE and President and CEO of Diesel Canada. Dean Sharma thanked everyone who attended and encouraged more members to attend convocation to celebrate JMSB students.

The Awards of Distinction was held on November 9. Randall Kelly, President of Formula Growth Ltd.; and Anna Martini, President of Groupe Dynamite Inc. were honoured.

A small event took place on November 2 in commemoration of the naming of the John Molson School of Business. Dean Sharma acknowledged the faculty and staff participation in the School and mentioned that although it would have been preferable to invite everyone, we were restricted to a small group due to budgetary constraints.

The Provost has sent out two e-mails regarding strategic planning (October 13 and November 1) requesting that Faculty members comment on academic planning and other documentation that can be found on the Provost's website. Links to the documentation were sent out on both occasions. These were forwarded to faculty only as well as individual e-mail mailboxes. Dean Sharma encouraged everyone to review the information and discuss. Prof. Croteau suggested that perhaps some small sessions could be organized by the Provost's Office to encourage discussion.

Dr. Graham had also requested input on the core indicators. The deadline for comments was October 31 but only one department submitted their comments before the deadline. Dean Sharma encouraged departments to continue the discussion and submit their comments as soon as possible.

Dean Sharma reminded everyone that as we were the winners of the Tata Competition last year, we had the opportunity to host the competition this year. It takes place on November 20 and more information can be found through the Community and Alumni tab on the JMSB website.

#### Consent Agenda

##### 7. Reports from the Associate Deans

##### 8. Reports from Other University Bodies

*R-2010-6-3 Upon motion duly moved and seconded (L. Katsanis, S. Betton), Council approved the items on the Consent Agenda as outlined in Items 7-8 and detailed in JMSB-2010-06A-01 to JMSB-2010-06A-02.*

## Regular Agenda

### 9. Staff Report (JMSB-2010-06A-03)

Mr. Longo presented the motion to Council, explaining that this would be a renewal of a motion moved by Prof. Draimin and passed by Council in 2004. In light of the fact that a new CUFA Collective Agreement has now come into effect, it was decided that Faculty Council should revisit this issue. There was a discussion in terms of the power of Council to add members to a committee composition defined in a particular Collective Agreement. One suggestion was that staff members and their unions should lobby CUFA for a seat on this Committee. It was explained that CUFA was consulted and that they had no problem adding members to this Committee, provided that all elements of Article 11.01 are respected. More specifically, it is important to note that this may mean that more members would have to be added to respect the majority rule as outlined in Article 11.01 e). Many members of Council remarked that the staff members are integral to the daily operations of JMSB and should be represented.

*R-2010-6-4 Upon motion duly moved and seconded (J. Longo, J. Freed), Council approved the following procedures: Membership of each search committee for department chair shall be extended to include, as a voting member of the committee, one (1) fulltime, permanent staff member, elected by the fulltime staff members in JMSB. Due to the presence of a staff member, decisions made by said committees should be conducted by secret ballot to protect confidentiality.*

### 10. Working Group Reports

10.1 Core Competencies Working Group Report (JMSB-2010-06A-04)

10.2 Assessment of Teaching Working Group Report (JMSB-2010-06A-05)

Presented by:

Olivier Dyens, Vice-Provost, Teaching and Learning

Jason Ens, Academic Policy and Planning Analyst

Council members were encouraged to send their questions before Council through the following link:  
<http://provost.concordia.ca/academic-planning-budgets-and-facilities/academic-planning/documents-and-resources/>

Faculty Council granted speaking privileges for Prof. Dyens and Mr. Ens.

#### Core Competencies

Prof. Dyens mentioned that the working groups were formed in an effort to improve the academic experience for the students and faculty members and to ensure that there would be a structure in place to assist both parties. In terms of core competencies, it was explained that the University has a responsibility to make sure that the students have the skills to complete their studies and graduate. The Faculties have the responsibility to teach these skills and the students have the responsibility of working to achieve their goal of graduating on time. In response to a question, Prof. Dyens explained that it was not in the mandate of the working group to discuss the implementation plan or costs of these initiatives.

#### Assessment of Teaching

Prof. Dyens mentioned that the goal of this initiative is to assess learning and the progress of the students and not teaching. He mentioned that there have been some issues with participation using the

online evaluation system and there are strategies within the document to address these issues, including using the IDEA Center's student course evaluation instrument. He explained that these surveys have been extensively validated and are used in over 200,000 classes and nearly 350 colleges and universities, primarily in the U.S. It was suggested that incentives be offered to students for completing the evaluations. He explained that the working groups strongly believe that these recommendations will improve the university experience.

It was suggested that these initiatives seem to focus resources on the weaker students. Prof. Dyens mentioned that the academic plan will focus on the stronger students.

The focus for core competencies is to determine the minimal competencies that students must have to successfully study and complete their degree requirements. To do this, we would need to build a proper support mechanism. He mentioned that this would be aligned with the AOL process in JMSB. There was a brief discussion in terms of making the course evaluation results public. It was explained that this was the practice at other institutions and some form of public evaluations are available through [www.RateMyProfessors.com](http://www.RateMyProfessors.com)

## 11. Annual Reports

### 11.1 Executive MBA Program (JMSB-2010-06A-07)

Prof. Croteau mentioned that the present class is solid with more Masters and PhD level students than ever before. She explained that the main challenge of the program is recruitment. Many companies resist the time commitment attached to the program and this has become one of the many challenges for recruitment. In addition, Prof. Croteau mentioned that the GMAT is not always a requirement with all EMBA programs and that work experience is an important factor. This is a requirement of the JMSB Prof. Croteau mentioned that the program has made a surplus of the last two years of \$140,000+ which is returned to the university.

### 11.2 Goodman Institute of Investment Management (JMSB -2010-06A-08)

Faculty Council granted speaking privileges for Prof. Frank Crooks, Acting Director, Goodman Institute of Investment Management.

Prof. Crooks gave a brief description of the program and referred to the documentation. He explained that the program is healthy, has never closed a year in a deficit and there is great interest from the students. He mentioned that as work experience is not recognized, the GMAT is an important requirement for the program. He mentioned that one challenge has been the Toronto market as Ontario business schools have very competitive advertising budgets.

Mr. Hughes mentioned that he visited the Toronto site and encouraged the continued promotion of the program as the location is a prime location.

## 12. CASA Report

Mr. Robitaille discussed the many case competitions that the students participated in and the success of the teams and their coaches.

Prof. Katsanis commended the JMMA students that attended Open House, explaining that they were terrific and their presence was very much appreciated.

Mr. Robitaille thanked Mr. Hughes for his support over the years and congratulated him on his new appointment as Director of the Institute for Co-operative Education. Dean Sharma also expressed his

appreciation for the work of Mr. Hughes and everything he has accomplished in terms of building up CMS during his tenure as Director.

13. CGSA Report

Mr. Jones-Doyle referred to the discussion at the October 1 meeting of Council about making the MBA study rooms open to all graduate students. Upon further investigation, it was discovered that this would not be the best arrangement and therefore the study rooms have reverted back to MBA only. The only change is that they can now be booked online.

He mentioned that the CGSA had a table at Open House this year but that it was not visited. It was suggested that the CGSA's presence at Open House should be promoted.

Mr. Jones-Doyle also mentioned that he attended the Canadian MBA Leadership conference with the President of the MBA Society. He explained that it was good to be able to speak to presidents from other parts of the country about best practices and key barriers to progress and ways to increase the involvement of students.

14. Other business

Associate Dean Bhabra mentioned that the second annual graduate research exposition takes place November 18<sup>th</sup> in the lobby and he encouraged the members of Council to attend. He also mentioned that the MSc and PhD reception was from 3:00 pm to 6:00 pm today on top of the multipurpose room (3<sup>rd</sup> floor).

15. Next meeting

The next meeting of Faculty Council will take place on December 17, 2010.

16. Adjournment

Upon motion duly seconded (S. Brutus, A.-M. Croteau), the meeting adjourned at 11:40 a.m.

**John Molson School of Business  
Undergraduate Programs**

**Report to Faculty Council**  
Submitted by George Kanaan  
Associate Dean, Academic and Student Affairs  
January 24, 2011

This report addresses three topics:

- Admission of new students to the undergraduate programs
- Comparative student enrolment in undergraduate courses in the Winter term
- Student enrolment in the various programs and majors over the past five years

**1. Admission of new students to the undergraduate programs**

The student recruitment efforts and processing of student applications have resulted in the following registration statistics for Winter 2011. Registration statistics for 2010 and 2009 are also shown for comparative purposes.

| Source                     | Number of Students Registered <sup>a</sup> |                  |                  | Percentages |             |             |
|----------------------------|--|------------------|------------------|-------------|-------------|-------------|
|                            | <u>Winter 11</u>                           | <u>Winter 10</u> | <u>Winter 09</u> | <u>W 11</u> | <u>W 10</u> | <u>W 09</u> |
| Cegeb                      | 172  | 228              | 219              | 48%         | 48%         | 45 %        |
| International              | 92   | 88               | 79               | 19%         | 19%         | 16 %        |
| Other Sources <sup>b</sup> | 178  | 158              | 192              | 33%         | 33%         | 39 %        |
| <b>Total new students</b>  | <b>442</b>                                 | <b>474</b>       | <b>490</b>       |             |             |             |

*a. Registrations are taken at January 20 of each year.*

*b. Other sources include the following groups: (1) Transfers from other colleges and universities, (2) Independent students, (3) Domestic students with international credentials (mainly recent immigrants), (4) Mature students, (5) Canadian high schools outside Quebec, and (6) U.S. students.*

Two observations:

- Registration of new students for January entry decreased by 32 students (442 – 474) or 6.8 percent over last year. This decrease is due primarily to a decline in the number of students accepted to the B.Admin program, from 100 in Winter 2010 to 68 in Winter 2011, following a gradual increase in the admission standards. Registration of students from Other Sources increased by 20 students and compensated for the significant decrease in this group from the previous year (2009).
- In terms of student interest, the B.Admin program and the majors in Accountancy and Finance within the B.Comm program continue to attract the most interest from new students, followed by the majors in Marketing and International, as shown in the table on page 2. Interest of new students in the major in Management Information Systems continues to be low, but interest in the major in Supply Chain Operations Management has increased significantly.

**Distribution of New Students by Program and Major**